



Laura Mendoza

EXPERIENCE

Chief Product Officer

Unima Inc | United States / Mexico | 2015 – present

Founder and CPO. Market insight and research, product development, product market-fit. Strategic planning and relationships with customers and stakeholders.

Chief Marketing Officer

Custovac | Mexico | 2006 – 2015

Founder and CMO. Market insight and research, product development, product market-fit. Strategic planning and relationships with stakeholders.

High Tech Business Incubator Director

Tecnológico de Monterrey Campus Guadalajara | Mexico | 2007 – 2009

Director of the High Tech Business Incubator for startups in one of the best business schools in Mexico.

Operations Coordinator Engineer

Boehringer Ingelheim Vetmedica | Mexico | 2001 – 2005

Product production planning, managing 200+ different pharmaceutical products.

EDUCATION

Master in Global Marketing

ITESO | Mexico | 2012 - 2015

Graduate project: Launch strategy of a new category of cleaning products for personal and household care. Introduction, penetration, expansion.

Master in Sciences in Plant Genetics

CIATEJ | Mexico | 2008-2011

Area of study in Flower Genetics. Graduate project: Probe elaboration for the chromosomal identification of Asiatic Hybrids of *Lilium* spp.

Master in Sciences in Biotechnology Processes


Universidad de Guadalajara | Mexico | 2005 – 2007


Area of Study in plant biotechnology: Determination of compatibility to obtain interspecific hybrids from *Lilium* spp.


Chemical Engineering


ITESO | Mexico | 1995 – 1999

Graduate project: Recovery of valuable materials from Printed Circuit Boards recycling.

 laura.mendoza@unima.com.mx

 +52 (33) 1259 0802 ext 1200

 03-16-1977, Guadalajara Mexico

 Guadalajara, Jalisco Mexico

PROFILE

Market+Science+Entrepreneurship.
15 years of experience in the Health and Biotech Industry through BigPharma, StartUp, Market and Research Institutions. Founder and CPO of Unima, a biotech startup developing novel diagnostic technology for low resource settings.

STRENGTHS

Strategic Planning

Product Development

Business Development

Market insight

LANGUAGES

Spanish 

English 

French 

— INTERESTS —

Global Health
Health megatrends
Gender Equality
Impact Investing
Talent attraction
Justice and equality
Finances

— PERSONAL —

Invited speaker and lecturer at events to business leaders / students.

— AWARDS AND RECOGNITION —

Google Launchpad Alumni San Francisco CA | 2015

Selected to the second cohort of the Google Launchpad Acceleration program from January 2017 to May 2017

Endeavor Entrepreneur Boston MA | 2016

Selected as Global Endeavor Entrepreneur in the international selection panel in Boston in September 2016

YCombinator Alumni Mountain View CA | 2015

Selected for the W16 batch of YCombinator, from January to March 2016

MassChallenge Alumni Boston MA | 2014

Selected for the 2014 batch of MassChallenge, from June to October 2014

Singularity University Summit Health Challenge winner San Francisco CA | 2017

Winner of the Health Challenge in the 2017 Singularity University Summit

Entrepreneur of the Year 2014 Mexico City MEXICO | 2014

One of the 10 Entrepreneurs of the Year 2014 in Mexico by CNN Expansion magazine